CONFIDENTIAL FOR RJR EYES ONLY

RETAIL PARTNER RESOURCE EXECUTION PLAN

FULL PARTNERSHIP PLAN LEVEL	# OF WEEKS W/C PRICE PROMOTION	THIRD QUARTER													FOURTH QUARTER											
		JULY (7/6-7/31)				AUGUST (8/3-8/28)				SEPTEMBER (8/31-10/2)					OCTOBER (10/5-10/30)				NOVEMBER (11/2-11/27)				DECEMBER (11/30-1/1/99)				
		1	2	3	4	5	6	7	8	9	10	11	12	13	1	2	3	4	5	6	7	8	9	10	11	12	13
NO MATCH	8 WEEKS																									
DISCOUNT MATCH	8 / 1 / 1R																									
VALUE MATCH	8 / 1 / VALUE																									
PRESENCE BONUS	10 WEEKS																									
5 WEEKS (.50¢) ADVANTAGE																										
DORAL 13 WEEKS (MINIMUM $2.00) CEILING STRATEGY		1	2	3																			9	10	11		
PAYMENT TIMINGS →																										

FULL PARTNERSHIP LEVEL--- STATE FULL PRICE DISCOUNT VALUES --- (OH, IN, KY, $3.00) --- (VA, TN, IL, $2.50)

BASE PARTNERSHIP PLAN LEVEL	# OF WEEKS W/C PRICE PROMOTION	THIRD QUARTER													FOURTH QUARTER											
		JULY (7/6-7/31)				AUGUST (8/3-8/28)				SEPTEMBER (8/31-10/2)					OCTOBER (10/5-10/30)				NOVEMBER (11/2-11/27)				DECEMBER (11/30-1/1/99)				
		1	2	3	4	5	6	7	8	9	10	11	12	13	1	2	3	4	5	6	7	8	9	10	11	12	13
NO MATCH / RA / MERCH. NEUTRAL	5 WEEKS																									
DISCOUNT MATCH	5 / 1 / 1R																									
VALUE MATCH	5 / 1 / VALUE																									
DORAL 7 WEEKS (MINIMUM $2.00) CEILING STRATEGY		1	2							3	4	5			1	2							3	4	5	6	7
PAYMENT TIMINGS →																										

BASE PARTNERSHIP LEVEL---- FULL PRICE DISCOUNTING $2.00 (ALL ACCOUNTS AT THIS LEVEL AT $2.00 RATE REGARDLESS OF STATE VALUES)

1R **THIS REPRESENTS THE 1 WEEK RETAILER MATCH. WHILE THE TIMING IS INDICATED ON THIS CALENDAR YOU SHOULD:**
WORK THE RETAILER ADDED MATCH FUNDS BASED ON COMPETITIVE ACTIVITY AT EITHER THE START OF OR END OF THE ABOVE NOTED TIMELINES.

VALUE MATCH ACCOUNTS--- IN THESE ACCOUNTS WHERE THE RETAILER DOES NOT PROVIDE DISCOUNT DOLLARS WE WILL REQUIRE THE SAME ALTERNATIVE VALUES FROM THESE ACCOUNTS AS WE HAVE ON PREVIOUS PROGRAMS : ALL ACCOUNTS MUST AGREE TO COMPLETE OUR BUYDOWN TRACKING FORM PER OUR GUIDELINES. AND ADD VALUE AS AGREED TO BY RJR. EXAMPLES BELOW

1 PLACE REQUESTED TEMPORARY DISPLAY(S) IN A MUTUALLY AGREEABLE LOCATION.
2 RETAILER PROVIDES ADVERTISING FOR PROMOTION
3 RETAILER INFORMS / PRESENTS PROMOTION TO COMPETITIVE SMOKERS
4 PLACE WINDOW PASTER / POS
5 RETAILER FLYER / ADVERTISING
6 PLACE BANNER
7 RETAILER GIVEAWAYS

SALEM AND VANTAGE ARE STILL TO BE DISCOUNTED ACCORDING TO REGION GRIDS
CONTINUE OUR CURRENT STRATEGY ON THESE TWO BRAND STYLES. WINSTON-SALEM WILL BE ADVISING US OF REVISED STRATEGIES PRIOR TO JULY 1, 1998

LOW VOLUME (0-75) WITH QUARTERLY FREQ--- FP DISCOUNT AT $2.00 AND DORAL AT CEILING STRATEGY RATES. LIMIT DISCOUNTING TO ON HAND INVENTORY.

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Source: https://www.industrydocuments.ucsf.edu/docs/ktbp0000